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MOVING PICTURE

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RAY LEWIS
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September 21st, 1940

British Help From Hollywood

THE British Colony at Hollywood appears to be a target for criticism coming from England and from Hollywood. Recently, some of its players and directors were called "deserters", because they remained in America regardless of the fact that some of these players were not eligible for service, and the others were advised by the British Ambassador, to whom they went for advice, to remain in America until they were called.

The British War Relief Association has been raising substantial sums of money through a series of performances at the El Capitan Theatre at Hollywood, of Noel Coward's plays; and through other mediums of entertainment, where British performers and those sympathetic to the cause for which these funds are raised give their services free.

Some criticism at Hollywood has been directed at those who are interested in the British War Relief. W. R. Wilkerson, in *The Hollywood Reporter*, writes, "What's all this criticism on the part of a very few against the actions of a lot of Hollywood in contributing and sending money to the British War Relief? It's 'messy' criticism, hurled, most definitely, in the wrong direction, and a blot on Hollywood."

Mr. Wilkerson argues that England buys thirty millions of dollars yearly from Hollywood by way of film product, that England has been spending thirty millions per year for Hollywood product for the past fifteen years; and it is these millions which help to support Hollywood production; and therefore why should anyone employed in the making and distribution of American pictures object to sending some money by way of British War Relief to England at a time when England is in such need of it?

Another argument is that the fund is being collected from Entertainment; and that all contributors to this British War Relief Fund are getting their money's worth for what they spend or give.

The fact that England and the British Empire is all that is left to the U.S. by way of a film market; and that England and the British Empire constituted about 38 percent of the market for Hollywood pictures is of economic importance to Hollywood, but what is of even greater importance is that Hollywood, in giving England help at the present time, is helping itself to remain Hollywood, is helping itself to be named among the Immortals.

Hollywood does not have to be educated into the knowledge of what the Nazi Axis thinks about Hollywood pictures. Long before the War, Hollywood saw its foreign markets dwindling away; and also saw that the Nazi propagandists were endeavoring to not only destroy the market for Hollywood pictures in their own respective territories, but endeavoring to utilize the screens of America to destroy Hollywood and all its affiliates.

Millions of brave men, women and children are giving their living bodies to save that for which the Constitution and Confederation of the United States stands. Daily and nightly their homes are demolished and they themselves subjected to an aerial bombardment which has no parallel in history. Men, women and children face death with courage, with faith, face it because they know that it is far better to be dead than to live under the Nazi whip of slavery and degradation.

We know that the decent people of Hollywood are not those who are directing this criticism, but it would be well for Hollywood to investigate these critics, because Nazi propagandists use such mediums for their particular service; and many a well-intentioned person has been caught in the web of such a net. Hollywood and the rest of the U.S. in helping England is saving itself, for we do not have to tell Hollywood and the U.S. that an invasion of England would lead to an invasion of the U.S. —Editor.

The Canadian Moving Picture Digest

Entered as Second Class Matter
RAY LEWIS - - - Editor and Publisher

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REMODEL CENTURY

Hamilton, Ont. — The Century Theatre has been completely remodelled. Air conditioning, new equipment, fluorescent floor carpet, etc., have been installed.

The Century Theatre is the first in Canada to use "black lighting", a process which makes the carpet appear to be lighted from underneath. This is accomplished by an ultra-violet ray lighting which brings out the fluorescent dye in the carpet. Manager Lloyd S. Gurr has lady usherettes, attired in grey and maroon, to guide patrons to their seats.

PALACE RENOVATED

Windsor, Ont. — Simon Meretsky, Managing Director of the Palace Theatre, has announced the completion, of \$17,000 alterations to this theatre. Patrons may smoke in the balcony, which seats 400. New admission prices are as follows: Mezzanine, 35c and 45c in the evenings; ground floor, 25c and 35c in the evenings.

PRINCESS THEATRE RESUMES SALE BOOK TICKETS

Melville, Sask. — Jack Zaitzow has been compelled to revert to a former scheme of providing books of tickets for his Princess Theatre patrons. The people of Melville and district previously bought books of 10 tickets for \$2.50, but Mr. Zaitzow discontinued the scheme. Public demand has forced him to again offer the books to his patrons.

ENTWISTLE NEW POLICY

Edmonton, Alta. — New policy at Entwistle's Princess Theatre sees only two changes of program a week. Bookings for the coming season insure that the Princess will get the first South Edmonton showings of Hollywood's top-notch products, says Manager Entwistle.

GOLDSTONE TO TORONTO

Calgary, Alta. — Mervyn Goldstone, United Artists, Calgary, has been transferred to the head office at Toronto.

Vancouver, B.C. — The Lux Theatre has installed new projection machines.

Navy, Army, Air Force Films Committee Serves

SUPPLY FILMS FOR CANADA'S CAMPS AND GARRISONS

Toronto, Ont. — The N.A.A.F. Films Committee this week revealed the extent of its activities across the Dominion of Canada. This organization, Navy, Army and Air Forces Films Committee, was organized on the suggestion of Brigadier-General W. W. Foster, head of Auxiliary Services, C.A.S.F., Ottawa, comprised of representatives of the Canadian Legion, Y.M.C.A., Salvation Army, Knights of Columbus, and the Motion Picture Industry. Its purpose is to supervise and co-ordinate movie entertainment for all Canadian garrisons and camps.

Through the N.A.A.F. Films Committee, motion pictures have been shown in twenty-six camps across Canada, at no cost to the officers and men of the forces. The films are supplied to service organizations in the camps at a 40 per cent reduction in cost. The four major service organizations rent films at the reduced price and supply huts in which they are shown, projection material and operators. The committee eliminates duplication and makes certain the supply of films is as adequate and up-to-date as possible. The men have a choice of three pictures a week.

The N.A.A.F. Films Committee is now working out plans to supply entertainment to the thirty-nine militia training centres which will be opened throughout Canada on October 9th.

STRAND RENOVATED

Prince George B.C. — The Strand Theatre here has been newly decorated, and new seating has been installed. Work has been carried on without interrupting the show performances. Levi Graham is the house manager.

BERCOVICH HOSTS

Regina, Sask. — H. A. Bercovich played host to the supervisors of Regina's playgrounds at his Rex Theatre recently.

LUCKY DRAW FOR PATRONS

Herbert, Sask. — New giveaway in effect until further notice at the Herbert Theatre is a luncheon set every Saturday. Patrons attending Friday or Saturday shows are asked to place their names in a barrel and a draw is made during the second show on Saturday. Lucky person gets a six-piece glassware luncheon set.

RUSSELL THEATRE REOPENS ENJOYS GOOD BUSINESS

The Russell Theatre, at Russell, Ont., recently purchased by Mrs. Peebles of Daughin, is enjoying good business. New projection, sound equipment, and other improvements have helped to make this an attractive house. The opening receipts were donated to the Red Cross.

SNEAK PREVIEWS PROVE POPULAR DRAW

Winnipeg, Man. — Sneak previews have captured the imagination of many of Winnipeg's moving picture fans and these showings at the Uptown Theatre have a really festive air about them.

There's something definitely exciting about not knowing what the feature will be. Errol Flynn devotees, for instance, cheered when his name was flashed on the screen for the "Sea Hawk" preview.

The idea is to continue the showings throughout the season, and a number of the really big features will be shown weeks in advance of their regular downtown runs.

ALL-FRANK CAPRA WEEK

Edmonton, Alta. — Something new for Edmonton theatre-goers was the stunt pulled by J. Leiberman, of the Rialto. He staged an all-Frank Capra week with six of the director's pictures included. Shows changed every day.

NEW OWNERSHIP

Calgary, Alta. — Crescent Theatre, suburban house, is now controlled by Gordon Brewerton, of the Brewerton Brothers circuit.

JOINS ARMY

Regina, Sask. — Johnny Sinclair, Capitol usher, has left for army service. Charles Baird, assistant manager of the Met, is drilling with the RCNVR in his spare time.

POWER BREAK CAUSES LOSS

Edmonton, Alta. — Theatres lost a lot of money here on a recent Saturday afternoon when a power break lasting over two hours occurred at the power house. Matinees were suddenly curtailed and patrons were given their money back, or if they chose, tickets to a later show.

NEON SIGN FOR SALE

Height of Sign: 15 ft. 4 in.

Width of Sign: 6 ft. 6 in.

Thickness: 10 in.

Letters are in Red, Green and Fluorescent Gold and are 5½ in., 8 in. — 10 in. in height. The sign was previously used for Roller Skating and Dancing but can be converted to make attractive theatre sign. Three transformers.

BOX 7 — DIGEST

259 Spadina Avenue - Toronto

WAverley 4929

Will sell cheap for quick sale.

RAY PRESENTS



THE War Services Committee with a membership across the Dominion of Canada and of which N. L. Nathanson is Chairman, Ray Lewis Sec'y-Treas., and with a Board, the membership of which is Clair Hague, Oscar Hanson, Louis Rosenfeld, J. J. Fitzgibbons, Harry Alexander, Col. John Cooper, J. P. O'Loughlin, Haskell Masters, Nat Taylor, Leo Devaney, swung into action in its co-operation with the Canadian Government's second War Loan.

Finance Minister Ilsley sent a request through to Mr. N. L. Nathanson, as Chairman of the War Services Committee, for speakers to appear at the theatres in Canada in order to send the \$300,000,000 War Loan over the top. Trailers had already been exhibited at theatres in Canada at the request of Film Commissioner Grierson, but the Canadian Government felt that in order to reach the small subscriber an appeal should be made at the theatres. The loan was then subscribed to an approximate amount of \$225,000,000 with approximately \$75,000,000 still to be reached.

The Canadian Motion Picture War Services Committee received the Government's request Friday afternoon and by Saturday night every theatre in Toronto, 104, had speakers introduced by the manager, who made an appeal to the patrons to buy "War Bonds For Bombs For Hitler's Defeat".

Monday morning there was a widespread support from the small subscribers, their subscriptions reaching into many millions. Monday night another appeal was made, and again the response mounted into millions with the \$300,000,000 objective now on its way to being reached. Wednesday night there were no speakers, but since there was still about \$25,000,000 to be covered by subscriptions, the Government again requested the War Services Committee to permit speakers to appear Thursday night at the theatres. Thursday night another theatre appeal was made and it now looks as if the War Loan will be over-subscribed.

AT a meeting of the Canadian Motion Picture War Services Committee, Mr. Nathanson reported that his information from the Department of Finance credited the War Services Committee with definitely helping the Government reach the small subscribers, and making it possible for the Government to reach its \$300,000,000 objective.

This information was most gratifying to the Committee for it was concrete evidence of our service. This is the second nation-wide effort which Motion Pictures in Canada has put forward in its co-operation with the Government, proving to the Government beyond argument that the Power of the Screen is not only vested in what is presented on the Screen for Entertainment, but what the theatres are capable of doing when united in their Service.

Millions of people visit our theatres daily, they are receptive and congregated for an appeal. During the last War our theatres in Canada collected money for the Red Cross, sold War Bonds, and recruited right in our theatres. Just as War Strategists stage their War Show, so the people of Motion Pictures staged every appeal for Government co-operation during the last

War; and the records would show that the Motion Picture Theatres were a valiant army, which faithfully and most successfully waged War upon the Enemy.

During the last War, we of Motion Pictures, worked independently, that is we were not organized into a War Services Committee nation-wide as we are today. We should, therefore, with our united front be able to accomplish many more times what we accomplished in the past by way of successful co-operation with our Government.

When the Canadian Picture Pioneers was first formed, its sponsors had in mind that the Industry of Motion Pictures in Canada should be united, not only for the social value of such an association, but for Service to our Country, which we foresaw would be in need of such Service.

THE "Win The War" Campaign with a sale of over \$700,000 in War Savings Stamps for the Government on the evening of the Free Show of July 15th, revealed the salesmanship and showmanship ability of the Motion Picture Industry, which could transmit this salesmanship and showmanship quality into bombs, ambulances, tanks, planes for War Service. The picture-going public responded magnificently and joined us with an equal enthusiasm to our own. Again, we unite to help the Government put over its second Canadian War Loan; and again the Motion Picture Effort has demonstrated, that it is one of the best salesmen which the Government can utilize for the purpose of enthusing and "selling the public".

Our War Services Committee is now organized to help the Red Cross Campaign. Mr. Nathanson, as Chairman, appointed Clair Hague as General Chairman of Special Committees to work in co-operation with the Canadian Red Cross.

Under Mr. Hague the following Theatres Committee has been formed at Toronto. Nat Taylor of Exhibitors Booking Association is Chairman of the Theatres Committee group, the members of which are, Sam Fine of the Bloom & Fine Theatres, Ben Geldzaler, Famous Players; Dick Main, Hanson Theatres; Harry Firestone, Esquire Theatre; Billy Summerville, Prince of Wales Theatre; Jules Bernstein, Loew's Theatre; Harry Alexander, Lansdowne Theatre. Those associated with Motion Pictures will be requested to make their theatre contribution and personal contribution through the War Services Committee. In this way we will have a record of what the Industry of Motion Pictures has contributed. Each city or town will co-operate with its Red Cross Campaign Manager locally. The Exchange Committee membership consists of, Eddie Wells, Canadian Motion Picture Distributors Association; Louis Rosenfeld, Columbia Pictures of Canada Ltd.; Herbert Allen, Premier Operating Corporation; Gordon Lightstone, Regal Films, Royal Bank Bldg.; Paul Nathanson, Empire-Universal Films; Frank O'Byrne, Associated Screen News.

IN addition to these War Services, a committee has been appointed to proceed with the plans of the Rodeo on Nov. 12th and 13th on which days Gene Autry, the singing cowboy star, will come to Toronto giving his services free for our War Charities. Gene Autry receives a figure around \$7,000 a night for a broadcast, and measured in dollars his services is worth about \$14,000, a most sub-

(Continued on Page 4)

Campbellford Theatre Owner Suggests War Stamp Giveaway

RAPPAPORT FIGURES IDEA WOULD NET \$1,200,000

Toronto, Ont. — Mr. A. Rappaport, Campbellford, Ontario, theatre operator, wrote a letter to the three local papers, The Telegram, Daily Star and Globe and Mail, which we republish:

"As I write this I have before me letters from the War Savings Committee, and the Motion Picture Industry of Toronto, expressing gratitude for my co-operation in putting on the 'War Savings Stamp Night', and praising our community for raising such a large amount in the sale of war stamps, in view of the population of the town and district.

"While appreciating such expressions, I feel that the Moving Picture Industry in Canada will be glad of an opportunity to accomplish something by way of a free gift to the Government for the promotion of our war effort. As one who values the privileges of British freedom (more so because of having lived in countries where it did not exist), I should like to do something of a more definite and patriotic nature, and believe that the owners of other theatres will gladly join with me in instituting the system which I have in mind.

"In many theatres (although not in the one operated by me in Campbellford), the owners once or twice a week give to each lady attending, a piece of china for the price of five cents in addition to the admission fee, so that if she attends every 'china night', at the end of a year she has a complete set of china. I know at least one patron of a theatre formerly owned by me in Toronto who has obtained twelve dinner sets by this means. Unfortunately, if any lady misses a show she has to pay the whole price of the piece of china in her absence or suffer a gap in her set.

"This practice, while calculated to increase attendance at a theatre, and shares the profits of the owner with

the patron, must prove costly to the former, and a cause of dissatisfaction with many of the latter.

"Taken on an average over a year, this practice must cost the owner at least ten cents on each ticket sold. If a means could be found to give this amount to the Government and yet give the value thereof to the patron regardless of sex and of regularity of attendance, it would not only be a patriotic effort of great worth, but improve the relationship between the theatre-owner and the patron.

"If the Dominion Government would print ten-cent war loan stamps, which could be purchased in quantities from the post office and banks, the theatre owners could agree among themselves to discontinue giving pieces of dinner sets, and instead, give such stamps to each person buying an adult admission ticket.

"If each theatre in Canada would give away \$100 per month, as there are about one thousand theatres, this would constitute a gift of at least \$100,000 per month, and \$1,200,000 per year, toward our war effort. This is a low estimate, as I know that many theatres in Toronto give away as much as \$100 per week in chinaware.

"Today thousands of Canadian boys are prepared to offer their lives in defense of our country and it seems very little that we who are left to enjoy the comforts of our Canadian homes should make this special effort to assist in financing the war."

BOARD OF TRADE TO CAPITALIZE ON PREMIERE

Regina, Sask. — Guest speaker at a recent Board of Trade luncheon, Larry Graburn, manager of the Capitol Theatre, outlined some of the Paramount Studio publicity plans for the forthcoming world premiere of Cecil B. De Mille's "North West Mounted Police", to be held in Regina, Oct. 21, and pointed out to those present the immense amount of publicity which this city will receive as a result of playing host to the debut of the \$2,000,000 picture.

The premiere is expected to draw tremendous crowds to Regina, probably equal in number to the visitors who were on hand for the visit of the King and Queen last year.

Paramount, said Mr. Graburn, has budgetted \$250,000 to publicize the film. It is expected that director Cecil B. De Mille, together with stars of the picture, will be in Regina for the premiere. The picture will be premiered at the Capitol, Metropolitan and possibly the Grand Theatres.

A special committee appointed from members of the Board of Trade is now at work investigating the possibilities of capitalizing on the forthcoming event for the benefit of the merchants and the city generally.

AID WAR LOAN DRIVE

Toronto, Ont. — Moving picture theatres here, 104 in all, interrupted their shows on the evening of Monday, September 16th, to allow speakers to address the audiences and urge them to buy Canada's 2nd War Loan Bonds. The theatres have been showing the 8 minute trailer on the War Loan Bonds for the past few weeks.

All across the Dominion the same practice was followed, and War Loan agents spoke for about a 4 minute period in an effort to further stimulate the sale of the bonds.

RAY PRESENTS

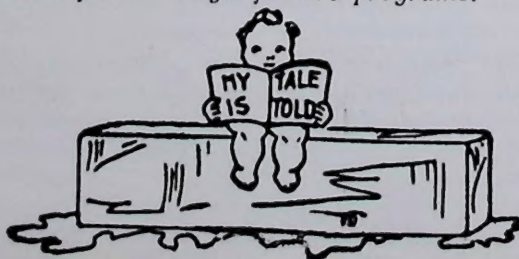
(Continued from Page 3)

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The Dominion Bureau of Statistics in making its report reveals that theatre receipts in Canada have been the highest during the last year since 1931. Patrons paid a total of \$34,010,115 for

general admission, exclusive of amusement taxes, the highest since 1931 and showing an increase of 1.1 percent over 1938 returns which reached \$33,635,052. The number of admissions at 138,497,043 was 0.4 percent higher than the preceding year.

1,186 theatres were in operation in 1939, presenting a total of 676,773 programs divided into a proportion of 63 percent double-features and 37 percent single-feature programs.



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NADIAN MOVING PICTURE DIGEST

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and Rumors of War

Motion Pictures has there been as much confusion and disagreements, fainty which these conditions engender, plus general world conditions

distributor has a problem, nothing intangible, or hazy about this problem off to such an extent that it appears the American Film Industry will support its own Infant Industry to survive.

For production, the uncertainty and war conditions, the latter which individuals, is tending to make all investments more conservative and

ies. there is the story angle which is a gamble, for who knows who is who being formed of present belligerents, and with Neutrals who are so

er of time before sympathies may be marching soldiers. recently visited Toronto, told the press that he was forced to abandon

declaration of War, that he substituted "Foreign Correspondent", and any times altered to suit War conditions and developments.

n single bills, increased prices may, or may not solve some of the t with the exception of the downtown house identified with first run increase prices for any picture.

or exceptional pictures can never be a solution of the present picture's "Snow White" made, for every "Gone With The Wind" there have

for which no exhibitor would have the nerve to ask for an advance business 52 weeks of the year, he could increase his admission prices

standing. But, since he offers his public world-famous stars, direct- n productions, pictures which are good, bad and indifferent, how can directors, author, etc., because the combination of artistic effort has

cture? entirely changed, and something new to the general presentation intro- pitor might legitimately ask for a higher admission price; and might

amiably stand for the increase. We must remember that the public patrons, have not only grown accustomed to a standard admission price,

erful and world-wide popular Entertainment and Industry, but this onus by way of an added attraction and also the Giveaway.

are the many confusions within, arising out of the business relation- distributor and exhibitor. There is the U.S. Government's interest

new code is in need of the Federal Government and entire Judiciary

observed, it is a waste of time and money, because it will not cure the

ures knows without any legal battalion what is the matter with its

s of correcting the ills which exist, very decided ills, it can do it over-

be sacrificed, but think of what this confusion costs, not only in dol-

over a billion dollar Industry in the midst of confusion, threats, re-

and seller, it all seeps out to the public; and perhaps that is the

—Editor.

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Pink'' Comedy

"FLOWING GOLD"

WARNER BROTHERS

THIS is the second time in as many months that Warner Brothers have released re-makes of former Milton Sills starrers. This one, taken from Rex Beach's book of the same name, was originally made in 1924, with Sills and Anna Q. Nilsson as the stars. Remake retains the title and the background of the original, but apart from that you'd never recognize it. Come to think of it, Hollywood is funny that way. They will make a dozen remakes of a former hit, all under different titles, and all bearing striking resemblance to the original, but when they do retain the title, that's all they keep. But then, that's Hollywood.

Current film is obviously intended to sop up the "Flowing Gold" that will overflow from those theatres playing M-G-M's oil epic, "Boom Town". In the majority of situations, "Flowing Gold" will follow "Boom Town", and thus cash in on the other's reputation, but as it happened, in Toronto, it preceded the Metro opus by more than a week, but will make up for this in its subsequent engagements.

Garfield arrives at an oil town while on the run from a murder charge. He gets a job with the outfit owned by Raymond Walburn, whose head driller is O'Brien. The two become pals, but Garfield falls in love with Walburn's daughter, played by Miss Farmer, who previously had been O'Brien's girl. In addition to the romantic theme, there is the business of oil-drilling, with a lease that's expiring, and a well that must be brought in before the lease is up. In quite an exciting climax, the well comes in, O'Brien breaks his leg, and Garfield takes charge of things until everything has been brought under control. Then he returns to face the murder charge, with Frances tagging along for morale support. He didn't really murder anybody, by the way, it was all a misunderstanding, I think.

Garfield, O'Brien and Miss Farmer perform their parts nobly, but without much inspiration. After seeing O'Brien in "Knut Rockne" — to be reviewed shortly — and then in this, I felt rather sad that such ability should be so wasted here, but then I guess this is one of those "escapist" pictures, Walter Wanger has been talking about. As for the other members of the cast of "Flowing Gold", Cliff Edward and Jody Gilbert are the pick of the lot, giving the picture some much-needed comedy relief. Others include Tom Kennedy, Granville Bates, Edward Pawley, Frank Mayo and William Marshall.

Directed by Alfred E. Green.
Running time--80 minutes.

